COPY

MAGAZINES FOR FRIENDSHIP, INC.
A Non-Profit Corporation
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173

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Dear Julie Medlock:

I am one of the editors of THE NEW OUTLOOK, which, I understand, you mentioned favorably in a letter to Mrs. Watumull. May I seek your aid, too, in developing what I am certain can be a TREMENDOUS good to India and to the USA - namely the wide distribution of GOOD U.S. magazines throughout India? And, of course, the sending of some Indian magazines (in English) to the USA in return.

I told Mrs. Watumull I hope to get a set of learned, scientific, technical and general magazines into at least 100 of the leading university and public libraries of India. I hope we can supply many THOUSANDS of India's doctors, dentists, nurses, teachers, opticians, optometrists, architects, builders, engineers, etc. with a steady supply of good U. S. professional journals. I have already received many thousands of addresses of Indian MDs and am now spreading them among US doctors who promise to send out their professional journals.

I am now busy trying to enlist all the LIONS and ROTARY clubs of California into the task of sending regular floods of good U.S. materials to their own clubs over there in India, but also to all sorts of schools, teachers of English, etc. If you could send me any such extensive lists of Indian schools and teachers of English and public libraries, I'd be happy to distribute them to various American groups. We have the official backing of the National Parent Teacher's Associations, of the American Legion, of thousands of women's clubs, 4-H and farm groups, etc. I hope we can get many corporations to take up distribution of good magazines from their Indian offices. And I'd especially like to have lots of good stuff getting to the newspapers and radio stations of India. How else can two great nations ever come to know and understand each other?

But I have my difficulties. I have built Magazines for Friendship, Inc. into a huge nation-wide affair in 14 years, during which I have not had time to get a vacation, for the mails are so huge. I'm always out begging for funds to pay printer's bills and postage; and in January I finally HAD to hire a typist. The only others who have ever been paid a penny are some students who worked for me for $1 an hour. All other help has been voluntary, and I have lots of faculty wives, PTA, church, club, Junior League women who will come over to give me a FREE day or two each week. And many take home a lot of typing to do. With adequate help, I could immediately make Magazines for Friendship 100 times bigger than it is. And I know nothing more essential to international peace and understanding. I hope soon to have many thousands of LIONS in this state hard at work sending good magazines to India. That should lead to many fine friends and the sending of many books, too.

I'm also hoping that I may find some shipping lines ready to transport such tonnage of good magazines and books from the USA to India FREE of charge, for we would let them attach their own sticker to each piece and then distribute them to their prospective customers, to newspapers, schools, libraries, etc. It would be grand advertising and yet cost them practically nothing. And they could bring India's magazines to the USA so our people could learn something about India, too. The USIS ships a few tons of magazines for us from San Pedro to Madrass, Calcutta, Bombay and New Delhi.

And I'd be happy to receive any suggestions for making the Magazine project a real helpto India and the world. Somehow I have an idea that if I can ever get free from the endless mails that pour in which I have to answer, it should be possible to find ways of sending large oceans of freight and postage which now looms as the chief obstacle. Its EASY to get the magazines and books!

Yours truly,

Albert Croissant

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P.S . on letter from Albert Croissant, Magazines for Friendship, Inc.
(not sent in copy of letter to Tony Horne and Ed O'Neill...)

My wife and I are busily trying to get out a really good book on Reincarnation, for there isn't one in our language. There have been half a dozen that are not half-bad, but we believe there is great need for a really thorough one. It's fascinating. Wish I could give all my time to this, day and night. The Western world particularly needs such a book . WE think it is about the MOST necessary item one could supply to a western library; and I believe the time has come when the Christians and Jews are almost ready to ADMIT reincarnation is part of their doctrine. Science, too. If you should ever come across particularly interesting items or illustrations that would be valuable in such a book, would you please be kind enough to send them to me? We would treasure any suggestions, too. AC